

ABSTRACT OF THE DISCLOSURE

Information from a database containing weather and sports information is customized to the needs of specific broadcaster customers in an editing procedure that is remote in location from the customers. Selected information is formatted and integrated with suitable graphics in the editing procedure to produce a plurality of individualized data streams that are ready for on-air broadcast. Those data streams are transmitted to an Internet web site for on-call customer access, and a customer may then broadcast the data stream as it is received from the web site.

10